**Data: Coding Data**

A quick example: an interview with shoppers yields these comments about the level of service they received:

"Pretty good" - coded as 5/10

"Excellent" - coded as 9/10

"Fantastic!" - coded as 10/10

"My pig could've done better" - coded as 1/10

"My sister's dead pig could've done better" - coded as 0/10

The coding often requires human judgement, resulting in some subjectiveness in the quantitative results.

This need for judgement will increase the cost and time required for coding the qualitative data.

Researchers may give coders a rubric to guide their coding decisions, such as listing key words and equivalent code values.

e.g.

"Good" == 5/10

"Excellent" == 9/10

Any reference to "pigs doing better" == 1 or less.

Many qualitative responses still fall naturally on a scale, where they can be categorised from 'strongly agree' to 'strongly disagree', even if the words used by each individual are different.

On the other hand, some questions where the responses have no innate weighting, and you have to show these as proportions in a pie chart, for example. E.g. "Describe your best surprise ever".

Codifying a mass of qualitative data into set "chunks". You look at your data and you have to decide what your chunks will be. eg with example, "your best surprise ever", you might come up with chunks such as "surprise party", "winning a lottery or raffle",